

1 **Rule 7.1. Communications Concerning a Licensed Paralegal Practitioner's Services.**

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3 A licensed paralegal practitioner shall not make a false or misleading communication about  
4 the licensed paralegal practitioner or the licensed paralegal practitioner's services. A  
5 communication is false or misleading if it:

6 (a) contains a material misrepresentation of fact or law, or omits a fact necessary to make the  
7 statement considered as a whole not materially misleading;

8 (b) is likely to create an unjustified or unreasonable expectation about results the licensed  
9 paralegal practitioner can achieve or has achieved; or

10 (c) contains a testimonial or endorsement that violates any portion of this rule.

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13 Comment

14 [1] This Rule governs all communications about a licensed paralegal practitioner's services,  
15 including advertising permitted by Rule 7.2 of the Licensed Paralegal Practitioner Rules of  
16 Professional Conduct. Whatever means are used to make known a licensed paralegal  
17 practitioner's services, statements about them must be truthful.

18 [2] Truthful statements that are misleading are also prohibited by this Rule. A truthful statement  
19 is misleading if it omits a fact necessary to make the licensed paralegal practitioner's  
20 communication considered as a whole not materially misleading. A truthful statement is also  
21 misleading if there is a substantial likelihood that it will lead a reasonable person to formulate a  
22 specific conclusion about the licensed paralegal practitioner or the licensed paralegal  
23 practitioner's services for which there is no reasonable factual foundation.

24 [3] An advertisement that truthfully reports a licensed paralegal practitioner's achievements on  
25 behalf of clients or former clients may be misleading if presented so as to lead a reasonable  
26 person to form an unjustified expectation that the same results could be obtained for other clients  
27 in similar matters without reference to the specific factual and legal circumstances of each  
28 client's case. Similarly, an unsubstantiated comparison of the licensed paralegal practitioner's  
29 services or fees with the services or fees of other licensed paralegal practitioners may be

30 misleading if presented with such specificity as would lead a reasonable person to conclude that  
31 the comparison can be substantiated. The inclusion of an appropriate disclaimer or qualifying  
32 language may preclude a finding that a statement is likely to create unjustified expectations or  
33 otherwise mislead the public.

34 [4] See also Rule 8.4(e) of the Licensed Paralegal Practitioner Rules of Professional Conduct for  
35 the prohibition against stating or implying an ability to influence improperly a government  
36 agency or official or to achieve results by means that violate the Rules of Professional Conduct  
37 or other law.

38 [4a] Reserved.